

## Manufacturers & Retailers can speak the same language

With KADR, manufacturers can access the same sell-out data as their retail partner, allowing both parties to work together as equally informed players to engage effectively in joint category management, co-create strategies, gain efficiencies and agree on growth opportunities.



## Three major functions benefit most from this account-level intelligence:



### Key Account Sales Managers

Get full transparency of your and competitors' position by product life cycle, range of offer, distribution and pricing policy. Based on this, you can analyze your own strengths and weaknesses at the retailer and assess potential risks and opportunities versus the competition.

Answer questions like:

- What products should I push to reach my target and where?
- How can I convince my retailer to list my products?
- Which competitors compete with my flagship models?

### Category Managers

Secure a common data currency to aid effective category management. Benchmark sales performance of a category at the retailer and compare it to the total panel market or a specific distribution channel and identify qualifying market opportunities.

Answer questions like:

- What are my opportunities to grow and build sales with the retailer?
- Which product segments grow faster or slower at the retailer?
- How can I help the retailer fill gaps to grow at the same rate as the market?



### Trade Marketing Managers

Track the success of a specific sales promotion at a retailer on a single item level and compare sales results to your competition and optimize the trade spend.

Answer questions like:

- How can I invest my promotional spend most effectively?
- What is the ideal in-store promotion and schedule?
- How can I win more product shelf-space?



## KADR overview

- ✓ Common data currency: Consistent insights on channel, category, segments, brands, price bands and items
- ✓ Fully transparent: Total overview of sales at retailer, including own and competitor sales
- ✓ Easy to understand: Integrated and comparable with regular POS data
- ✓ Better market coverage: New retailers added regularly, i.e. most recently, MediaMarkt across 14 European countries

Find out more about KADR:

Contact your local GfK Account Manager or Thomas Oswald at [thomas.oschwald@gfk.com](mailto:thomas.oschwald@gfk.com).

